

# Rayleigh Town Museum Management Group Meeting Minutes

## 29<sup>th</sup> June 2017

### Attendees

Mike Davies, Sharon Davies, Sue Smith, Gemma Smith, Linda Davison, Viv Irvine, Margaret Johnstone, Karen Vassallo, Roger Aillud, , Terry Joyce & David Pymer

### Apologies

Sheila Chambers, Mick Kay, Cheryl Roe, Spencer Welsh & Rebecca Lodge

### Pre Meeting Demonstration of Evacuchair

Prior to the start of the meeting Terry with assistance from David & Mike demonstrated how to use the Evacuchair to take a disabled person down the fire escape. Following this it was agreed that this should also be demonstrated to all the volunteer stewards at the next Volunteers group meeting and that fire drills and practice using the Evacuchair should also be held regularly.

### Minutes of Last Meeting, Matters Arising & Actions Outstanding

Minutes agreed.

Proposed by Terry & seconded by David.

### Actions & Additional information

1. Unfortunately no one available to undertake this.
2. A number of changes undertaken. The Development Subcommittee will continue to consider any further suggestions submitted to them
3. A number of ideas have been submitted for consideration – see AOB for details
4. Subsequently decided that an external key safe as previously investigated by Margaret may be the better option. Terry will seek advice/opinions from Heritage Watch and similar groups on the advisability of this and where/how it should be fitted to ensure best level of security
5. Ongoing
6. Completed (will be in July Volunteers Newsletter)

### Subcommittee Updates by Committee Chairmen & Additional Information

#### Events (Sue)

Paperwork sent to Leigh for attendance at event.

Help needed to cover Retail on evening of 13<sup>th</sup> July for Keith Leedham's talk. Sharon agreed to attend on the night to cover this.

Thank you to everyone who has donated raffle prizes.

Any ideas for future speakers/subjects for talks to Sue & Events Subcommittee please.

#### Schools Liaison (Margaret)

Date of 2018 school fetes will be added to the diary as soon as they are decided by the schools (probably mid-September). Plans can then be made for attendance at these events by volunteers to represent the Museum.

David mentioned that he will be providing a 'work' plan for Harry Knowles from Greensward School who will be at the Museum from 12<sup>th</sup> July to 21<sup>st</sup> July on work experience.

Mike mentioned the Fitzwimarc awards evening, details of which have been previously circulated. Following discussion it was agreed to go ahead with this. Mike will contact the school to ascertain more details and advise the Schools Liaison Subcommittee.

### Volunteers (Margaret)

There is a list of things in the Volunteer pigeonhole that stewards can do during quiet periods.

Sue advised that there are some other specific 'one off' tasks that could also be undertaken. Sharon asked Sue to let her have the details.

Mike mentioned that he would ideally like to find 2 volunteers to work together to attend all school & other fetes to represent the Museum. Sharon suggested that this should be advertised initially to the Friends group (email and/or Newsletter)

### Coach Trips (Roger)

3 trips for 2018 being considered. A short trip within the Essex area including Stow Maries aerodrome, a medium length trip to Kent to include a steam train journey and a longer trip to Portsmouth Historic Dockyard. Possible dates for these trips in May, July & September have been noted in the manual and website dairies.

### Marketing (Roger)

Staceys are holding an event in September at their premises where the Museum can invite guests as well as Staceys. There will be a raffle of an item on the night with the proceeds being donated to the Museum plus a Museum donations box will be on site as well.

Staceys are also offering a 10% commission fees rate to members of the Friends group which will be advertised in the next Newsletter.

Staceys are also happy to advertise to their customers any Museum events and in turn the Museum can email out details of Stacey's events to the Friends group.

Staceys have also advised that the Museum can borrow items from those they have in storage to complement exhibitions and events.

The calendar will be fully financed again this year by sponsorship.

### Finance (David)

Viv advised the bank account balances & the current balance of the Co-op donations scheme. Details of the co-op scheme which runs until November needs to be advertised to our members to try and increase donations. Viv will send details to Sharon to email out to the Friends members.

### Building Survey (David)

Problems with some of the windows not opening thus not being effective as emergency exits and also draughts causing problems with cold in the winter. Approx. cost of repairs/remedial work £4/5,000. Mike suggested that a request for a grant to cover this be submitted to the Community Initiative Fund. Terry/David/Sue will look at and complete the relevant paperwork for submission.

### Data Protection (David)

No additional comments or questions.

### Health & Safety (David)

Mike mentioned that he & Terry felt that a safety review of the building should be undertaken. Terry will progress.

### Historical Society (David)

No additional comments or questions.

### Development (Viv)

More volunteers needed for accessioning. Viv will give details to Sharon to email out to Friends members seeking volunteers.

### Retail (Viv)

Sue suggested that the 'Robbie' quiz be reintroduced near Christmas and that if Retail were agreeable a discount of 50p towards the purchase of a Robbie deer soft toy be given to those who successfully complete the quiz. Retail confirmed that they were happy to do this. Details/logistic will be sorted out nearer the time.

### Maintenance & Utilities (Terry)

2 new lift maintenance companies being considered. Details passed to David for decision. Mike mentioned that it is imperative that 3 months' notice of the cancellation of the current maintenance contract is sent by letter in July to avoid any additional charges.

Other items covered elsewhere in minutes.

### Acquisitions (Mike)

No additional comments or questions.

### Echo Archives (Mike)

No additional comments or questions.

### Friends Administration (Mike)

No additional comments or questions.

### Hire (Mike)

No additional comments or questions.

### **Diary**

See Maintenance above re lift maintenance contract.

### **Echo Archives**

Covered in Subcommittee report.

### **Effective Communication**

Mike made the following observations and requests.

In my view communication is not always good enough between individual members and across sub committees (some are better than others). There are many occasions when the work of one sub overlaps with that of another and they must all work together with better communication and not in isolation. Verbally of course but also always in writing so that every member of that particular sub knows what is going on.

But how do we achieve this?

- Chairman and members of each subcommittee must copy all other members of that particular sub with all e-mails/communications. The only exceptions are any clarification/confirmation type emails. Please use your common sense.
- If another subcommittee is mentioned, and or, a named individual, they must be copied with the correspondence.
- If the minutes of a subcommittee mention another subcommittee and or, a named individual, they must be copied with the minutes.

One recurring theme I came across at the AIM conference last week was the absolute necessity for effective communication at all stages together with strong leadership. Everyone must join together and share in all decisions (even if they do not agree with some of the detail)

Discuss yes. Debate yes... But we must have clear...documented...policies.

Mike reaffirmed that he will give that clear leadership (not dictatorship) and if needs be he will not hesitate to use his Chairman's prerogative and if necessary, on rare occasions, overrule a decision by a sub or even the MG.

The Trustees are the final arbitrators.

The key word is .....governance..... and Mike will send out an electronic copy to everyone, to include the Trustees, of the AIM report and a paper copy is available as well in the Museum

So how do we improve?

- e-mails.....I do not recommend everyone receives every e-mail (you will be pleased to know)
- Use the phone more as well as e-mails especially to outside contractors/traders. It is quicker.
- Don't be insular and only look at your own subcommittee. Think of the bigger picture.
- What about Terry's idea in April that everyone has a @rayleightownmuseum address. How many do so?
- Sharon is in the process of setting me up with Subcommittee members' addresses so that when I contact a subcommittee I only have to press 1 button (and also not accidentally miss someone out).
- If I send an e-mail asking for comments/response if I do not receive within 7 days I will assume that you agree with my proposal. (I will not send reminders/chasers)
- I am happy as always to take on board any other suggestions.

### **Increase Footfall**

Mike made the following observations & suggestions.

We have over exceeded all expectations since launch. We are probably 2 or 3 years ahead of where most other museums are.

However how do we maintain/increase the momentum?

Once again I can report what a number of other museums have done (successfully) when dealing with these issues.

- School visits to the Museum are the no 1 priority. They bring in parents/grandparent's.
- Publicity... Whatever we do, whatever the budget, it is never enough. Everyone in the MG/Trustees must make a contribution.
- diversify to a new audience
- Undertake surveys—why have you not been—what will attract you—what have we done re Sheila's survey in April/May?
- find and prioritise target audience (U3A's—clubs/societies). Actively target them and not wait for them to target you. Tell them what we have to offer.
- Marketing within the local commercial sector (chamber of trade/rotary/round table etc.)

- Return visits. How do we achieve?
- Open on a Monday afternoon once a month specifically targeted at those who cannot/do not like to use the lift. For a private visit they can use the fire escape. Need appropriate publicity.
- Capture those potential visitors who enter the lobby, look confused and walk out (intercom)

Any other ideas please advise the Development Subcommittee.

### **A.O.B**

Gemma asked if anyone had any further information on exhibits within the Museum to please advise her so that the items can be correctly labelled.

Sue mentioned that Peter Everingham had done some research on the 'Kemp' clock and was surprised that the information was not on display. Mike said that he thought it might have been sent to Viv originally. Viv will check. *(Post meeting note – original email found and forwarded on to Gemma, Sue & Viv)*

Terry said that he would ask Ian Bushell to provide some information about the clock on the wall.

Mike advised that possible additional fundraising ideas received so far are as follows

Murder at the museum evening

Afternoon tea at the museum.

Auction

Craft fair

Race night. Can be hired in.

Casino night. Can be hired in.

Curry night at a restaurant.

Sell spare copies of the Friends Newsletter in the Museum one month after publication. (£1 each). Also a Friends application form should be placed inside.

Golf Day

Fun Run

Dinner with auction

Occasional public guided heritage walks round Town

All ideas will be considered by the Development & Finance Subcommittees. Any further ideas please send to the same subcommittees.

Mike advised that Rayleigh Library recently gave a talk to the Picton Ladies Group who gave a £40 donation to the local charity of the Library's choice. They chose the Museum.

Mike advised that he is in communication with the research company (Ricochet) for a BBC2 programme called the Repair Shop regarding the Hatton's cash register. Terry has recently made a short video of Mike showcasing the cash register which has now been sent to Ricochet for consideration for the next series of the show.

Mike advised that he is hoping to get some directional signage to the Museum placed in the flower bed in Webster's Way just by Ernie Lane. The cost is £200 and the Development & Finance Subcommittees will deal with it.

Mike advised that he will be a member of the Sweyne Multi Academy Trust (MAT) from 1<sup>st</sup> October. He mentioned that he has had to have an enhanced DBS Check. This was also required for another MAT member who is the retired Head of Greensward.

Mike mentioned Remembrance Sunday. Who wants to lay the wreath this year? He thinks Sue is no 1 on the list followed by Karen (confirmed at the meeting). Anyone else want to be added for the future please let him know.

Mike advised that the Museum have been invited to the RRAVS Carol Service on 10<sup>th</sup> December at 3pm. He has been asked to read a lesson but does anyone else want to volunteer to do this?

Mike mentioned a possible new Museum Benefactor (EC Estate Agents). More are needed. Any ideas suggestions, please take forward

Date of Next Meeting  
Thursday July 27<sup>th</sup> at 7.15 for 7.30 pm

n.b. Actions on next page

## ACTIONS

1. **Volunteers Subcommittee** to ensure that a demonstration of the Evacuchair and a fire drill are part of the next Volunteers meeting that is held.
2. **Terry** to look into the location/advisability of an external key safe
3. **David** to provide Mike with a work plan for Harry Knowles for 12<sup>th</sup> July when he starts work experience
4. **Mike** to contact Fitzwimarc School about their Awards evening
5. **Sue** to let Sharon know of any one off tasks that stewards could undertake in quiet times
6. **Mike** to sort out advertisement for 2 people to cover fetes that can be sent out to the Friends
7. **Viv** to send details of the Co-op scheme to Sharon to email to the Friends
8. **Terry/David/Sue** to look at submission of a grant request to the Community Initiatives Fund regarding the windows
9. **Terry** to progress a safety review of the building
10. **Viv** to provide details regarding more volunteers needed for accessioning so that Sharon can email to Friends
11. **David** to send letter to Invalifts cancelling lift maintenance contract after confirming suitability and agreement of a new lift maintenance company contract..
12. **All** to ensure that emails/minutes are sent to all members of the relevant subcommittee and to any other individuals or subcommittee named in those emails/minutes.
13. **All** to advise any ideas to increase footfall to the Development Subcommittee.
14. **Mike** to discuss opening on Monday once a month for non-lift users with Development & Volunteers Subcommittees
15. **All** to advise Gemma of any additional information they are aware of for exhibits so that she can label items fully and correctly
16. **Terry** to ask Ian Bushell for some information regarding the wall clock
17. **Development & Finance Subcommittees** to consider fundraising ideas as listed in AOB.
18. **All** to send any further fundraising ideas to the Development & Finance Subcommittees for consideration
19. **Development & Finance Subcommittees** to deal with the directional signage in Webster's Way flower bed.
20. **All** who would like the opportunity to lay the Museum wreath on Remembrance Sunday to let Mike know so that he can add their name to the list for the future.
21. **Anyone** who would like to give the reading on behalf of the Museum at the RRAVS Carol concert in December please let Mike know